

The CHILD Project

Connecting Health Insurance to Lunch Data



What:

The CHILD project seeks to increase health insurance coverage among Wisconsin's children by better connecting the outreach, application, and enrollment processes for schools' **free and reduced price lunch** with the state's **Family Medicaid** health insurance programs, including BadgerCare.

Why:

Health insurance coverage can improve access to care and preventive health services and reduce the likelihood of detrimental health conditions in the future. Wisconsin's Family Medicaid programs provide **health insurance coverage** for many of our state's lower-income children and their families, however not all who are eligible for these programs are enrolled. **New means of reaching these uninsured children and their families are needed.**

Free and reduced price meals administered by Wisconsin's schools **share the same income eligibility requirements** as Family Medicaid and also benefit the health of low-income students. Since 2000, Federal law allows schools and the state to share students' free/reduced price meals eligibility information with Family Medicaid to encourage increased public health insurance coverage and better outcomes for this at-risk population.

How:

The primary activity of the project is to **create a more efficient, effective, and sustainable way to connect children to health coverage** by partnering with Wisconsin's schools, county agencies and local organizations, building on their experience, abilities and local connections to families. New partnerships with school districts and other local organizations develop through a series of initial discussions about the project goals and about school and county interest, capacity, and processes. Partners then detail plans for specific project outreach activities and sharing of eligibility information to be implemented throughout the summer and beginning of the school year. Following implementation, the impact and effectiveness of each plan is evaluated – from the perspective of Family Medicaid applications generated as well as ease and resource-intensity of implementation. With the accumulation of these experiences through new districts and new years, a best practices model will be developed to be shared with all districts throughout the state.

When:

The CHILD project began in March 2007 with funding to continue through June 2010.

Where:

During 2007, the CHILD project is being piloted in school districts within Marathon, Milwaukee, La Crosse, and Polk counties. The project will expand to additional areas in 2008 and 2009.

Who:

The CHILD project is an initiative of Covering Kids & Families-Wisconsin (CKF-WI), located at the University of Wisconsin-Madison's School of Human Ecology, in collaboration with the Wisconsin Department of Health and Family Services and Department of Public Instruction, the University of Wisconsin Extension, the University of Wisconsin School of Medicine and Public Health, and the Medical College of Wisconsin. CKF-WI is an experienced **coalition comprised of organizations and members from throughout the state dedicated to reducing the number of uninsured Wisconsin children** by improving outreach for and simplification of the enrollment process for Wisconsin Family Medicaid programs.

Connecting Health Insurance to Lunch Data (CHILD) is a three-year effort funded in part by the Healthier Wisconsin Partnership Program, a component of the Advancing a Healthier Wisconsin endowment at the Medical College of Wisconsin and by the UW School of Medicine and Public Health from The Wisconsin Partnership Fund. Federal funding has been made available through the Wisconsin Department of Health and Family Services.